



# SAP Customer Experience and Qualtrics Integration Roadmap

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# Key Outcomes/Objectives

1. How to redefine Customer Experience with SAP C/4HANA and Qualtrics
2. Customer Experience specific use cases that can be implemented today
3. Roadmap of what to expect and how to get involved

## About the speaker

# François Genon-Catalot

SAP Customer Experience Sr Director Product Management  
Program Lead SAP C/4HANA & Qualtrics



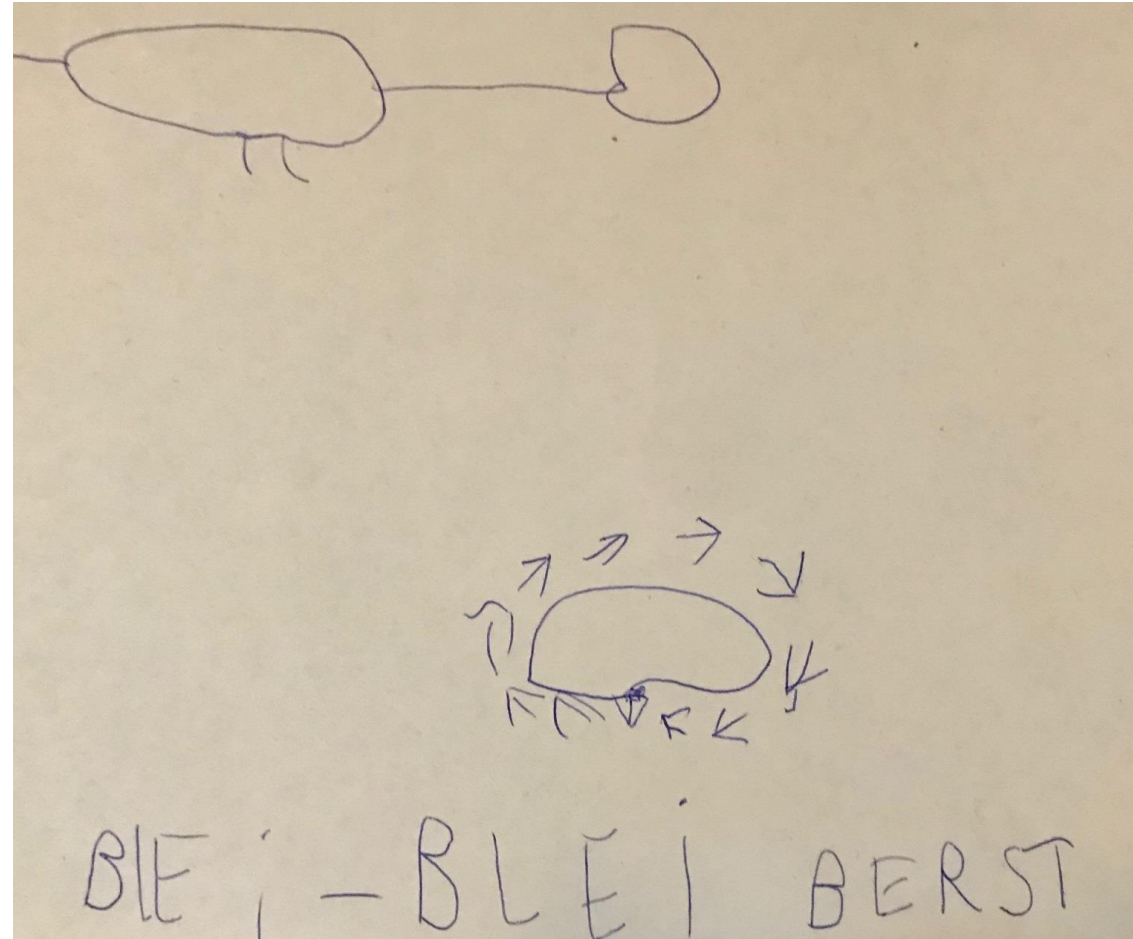


The tooth fairy knows my wish...

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**If the tooth fairy can't guess my wish, it might be better to draw it...**





**How was your meal?**

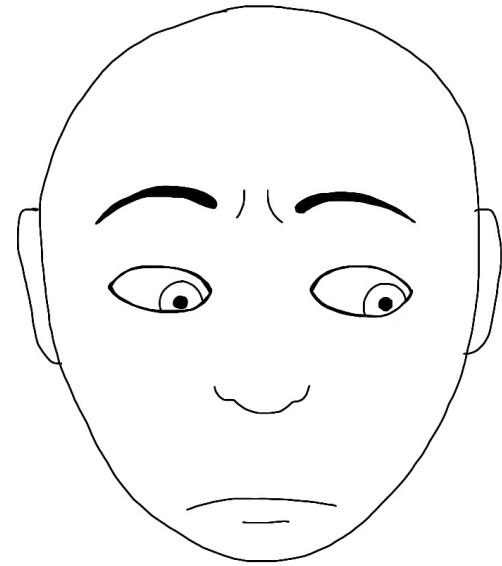
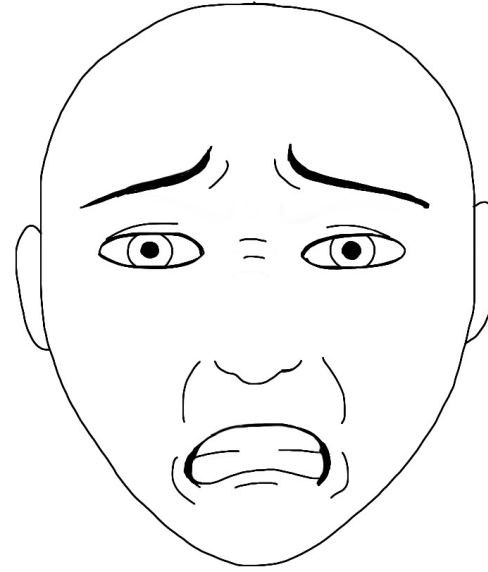
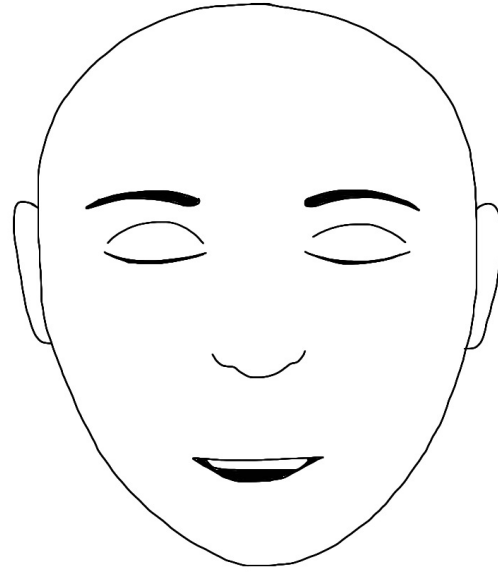
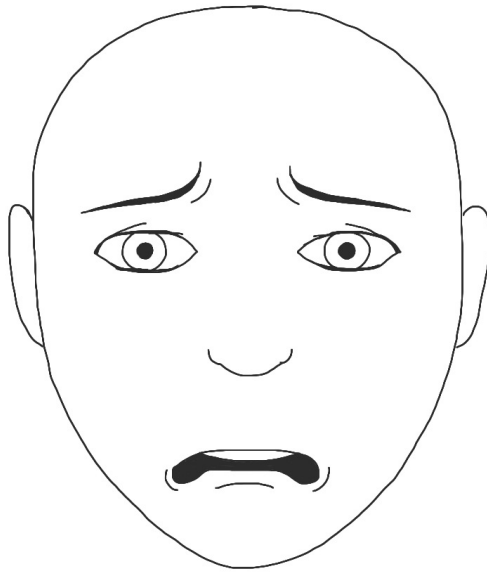
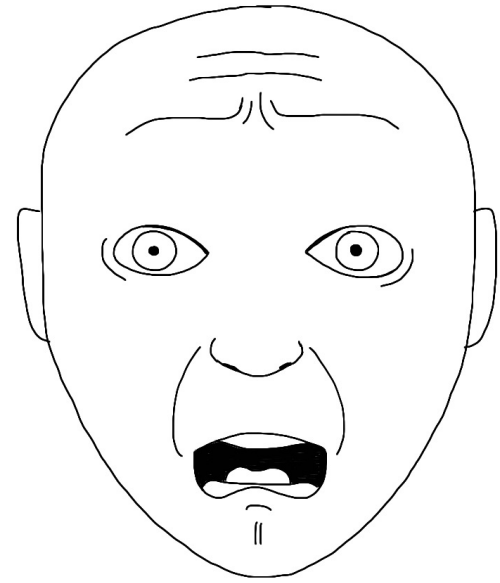
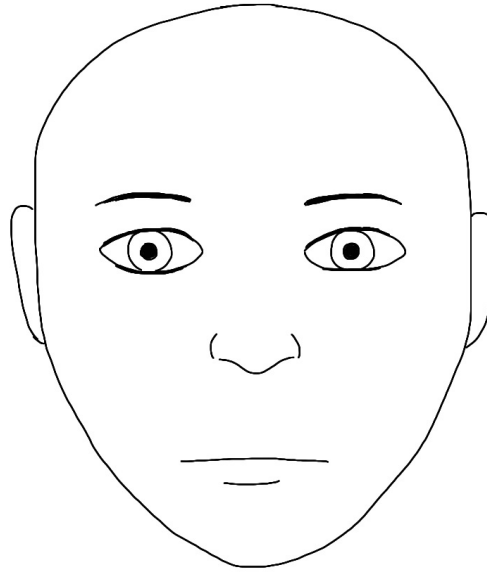
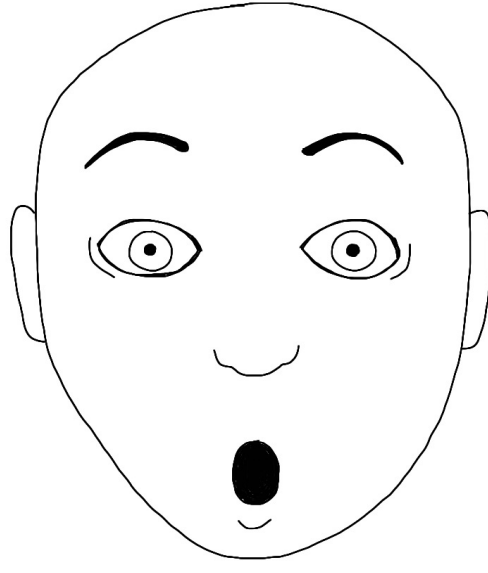
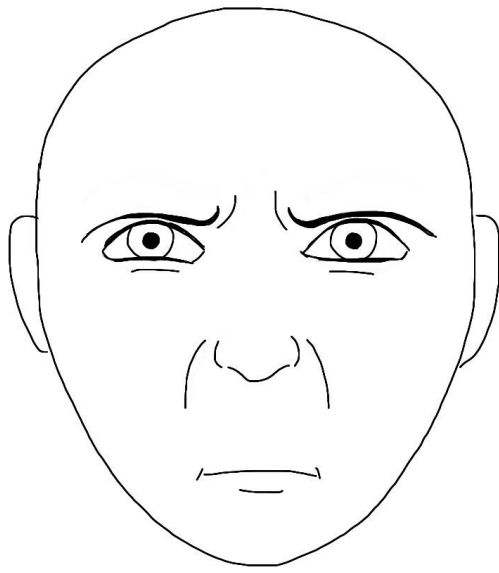
**What are your real wishes?**

**What could be improved?**



# What customers really feel:



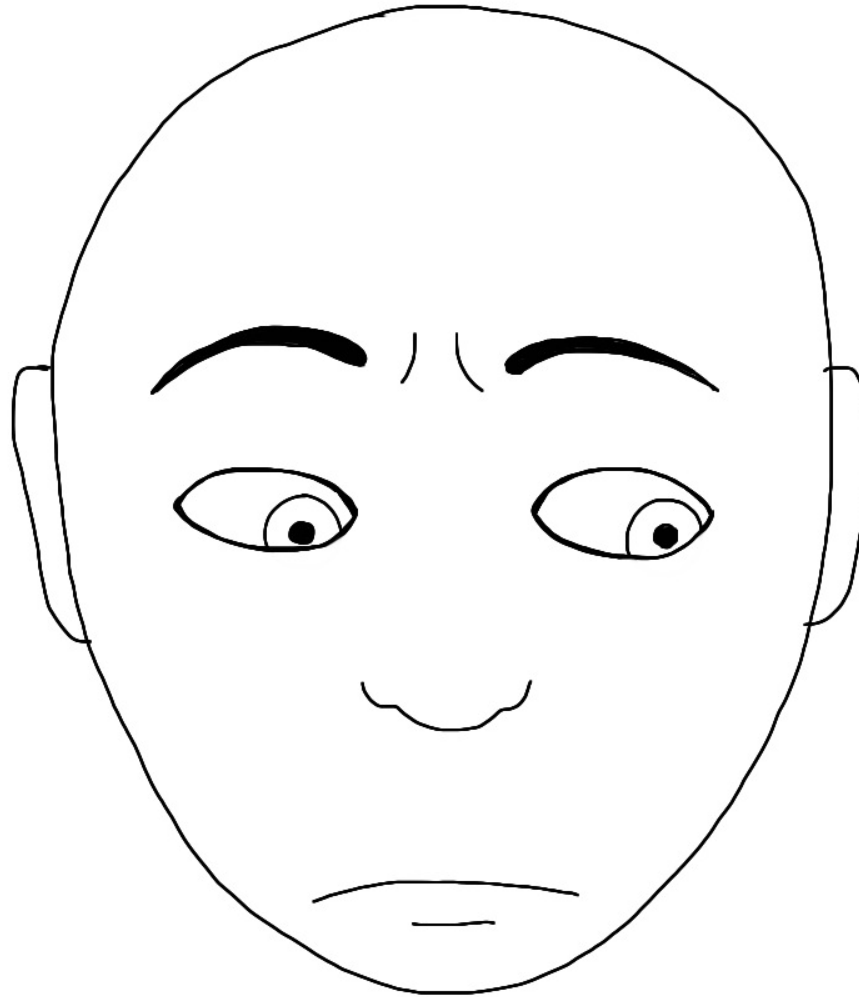
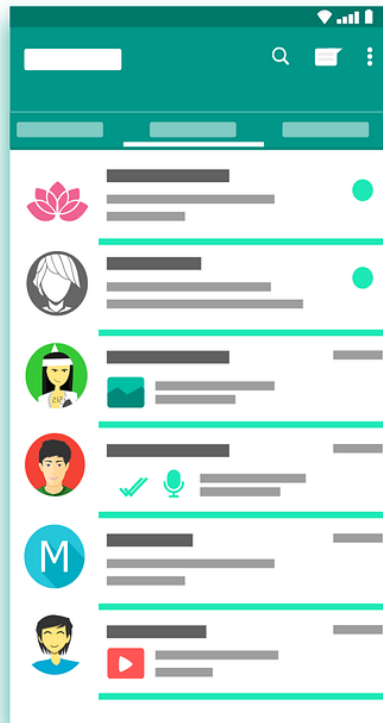
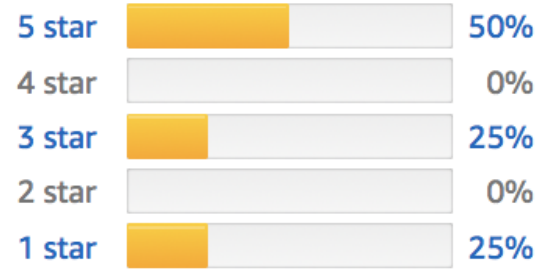


How do you capture this variety?

# Customer reviews

★★★★☆ 4

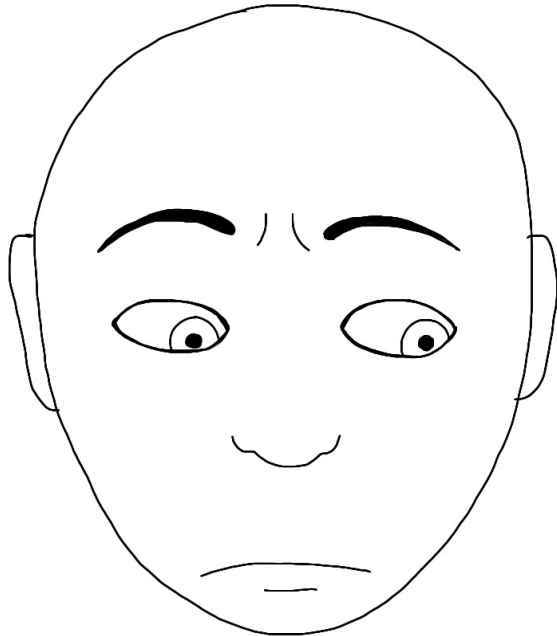
2.0 out of 5 stars ▾





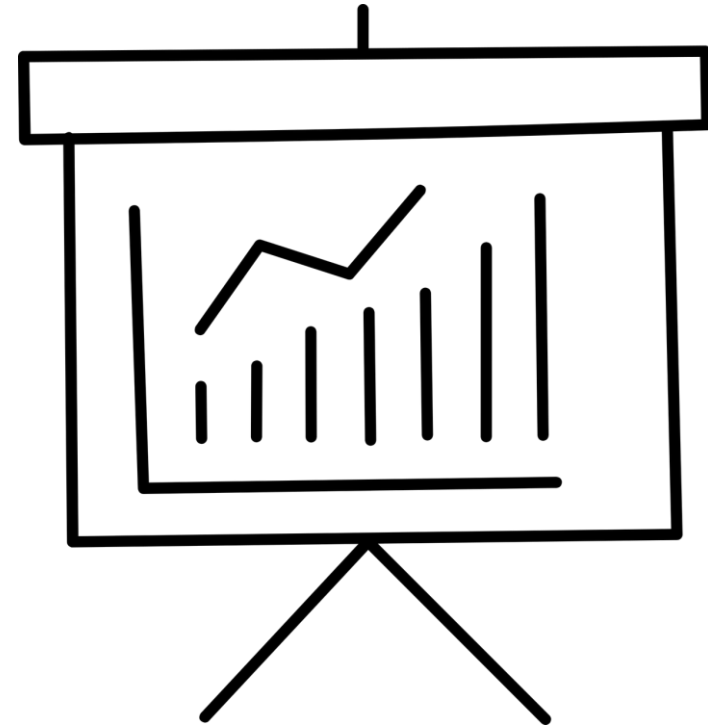
# X

Experience Data



# O

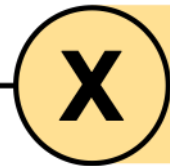
Operational Data



# Experience Management with SAP and Qualtrics



Hear directly from  
your customers from  
multiple sources

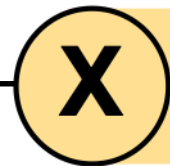


**Listen**



Insights gained from  
operational metrics

Define the experience  
gap

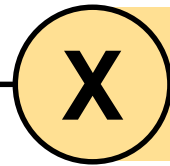


**Understand**

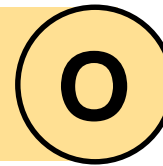


Find operational root  
causes

Delight customers by  
predicting their needs

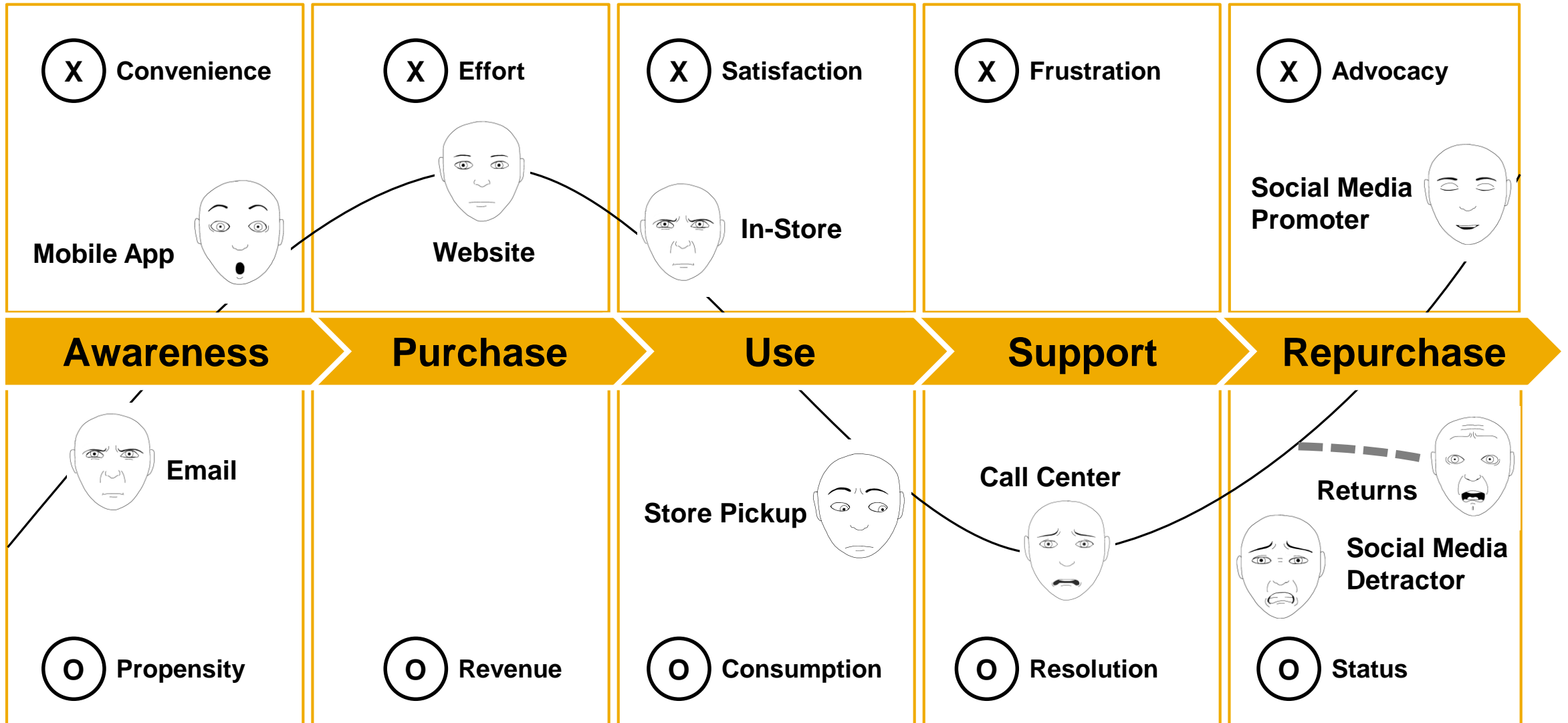


**Act**



Transform your business  
from reactive to  
proactive

# Experience Management Customer Journey





# Agenda

- SAP Customer Experience and Qualtrics: Connected Today
- Integration Roadmap
- Q&A



SAP and Qualtrics at the beginning of the  
Experience Management journey



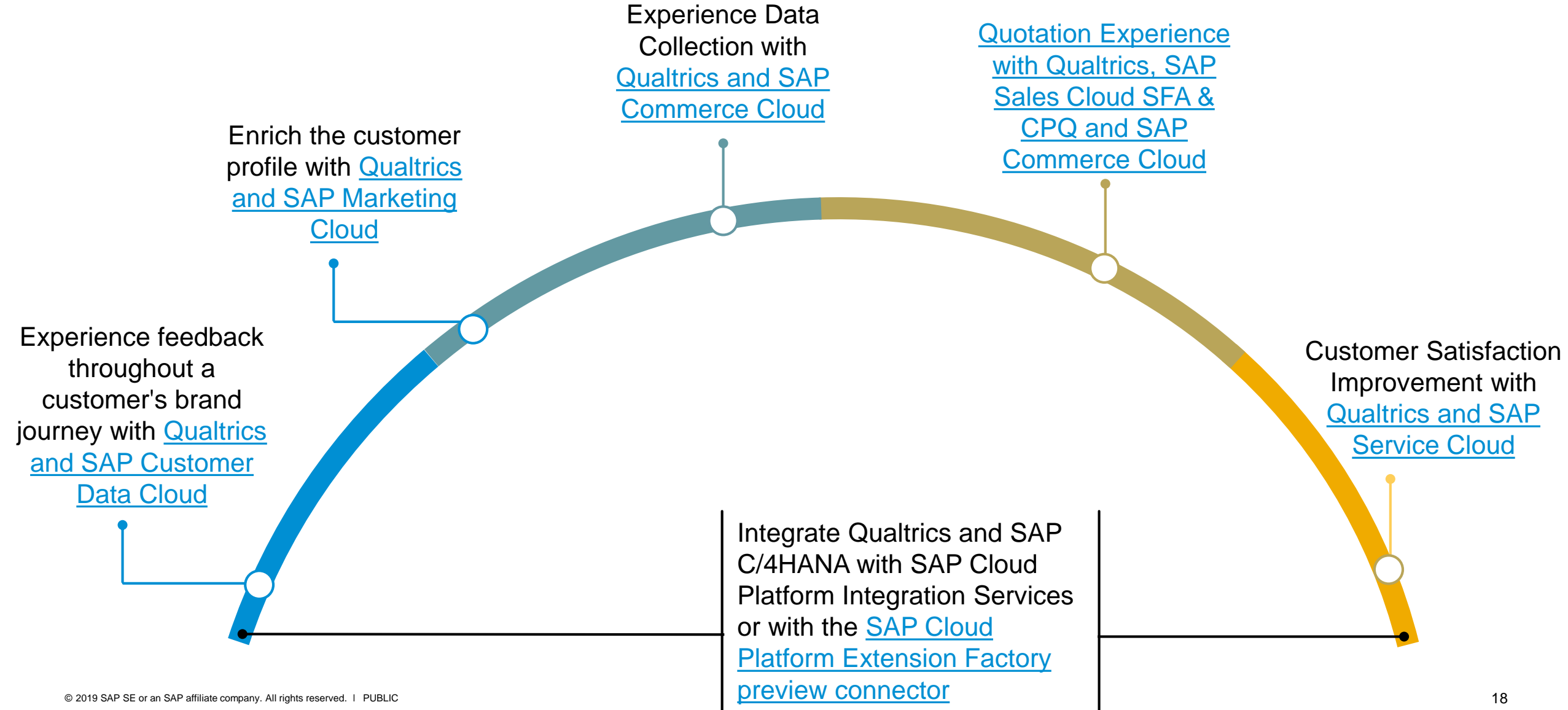


**Experience Management: SAP C/4HANA & Qualtrics**  
**You can already implement today X+O Use Cases**





# SAP C/4HANA and Qualtrics | Connected today along the value chain



# Lead-to-Cash with Qualtrics | Improved B2B Quotation Experience

## Listen, understand and act to improve the B2B quotation experience

[More information here](#)

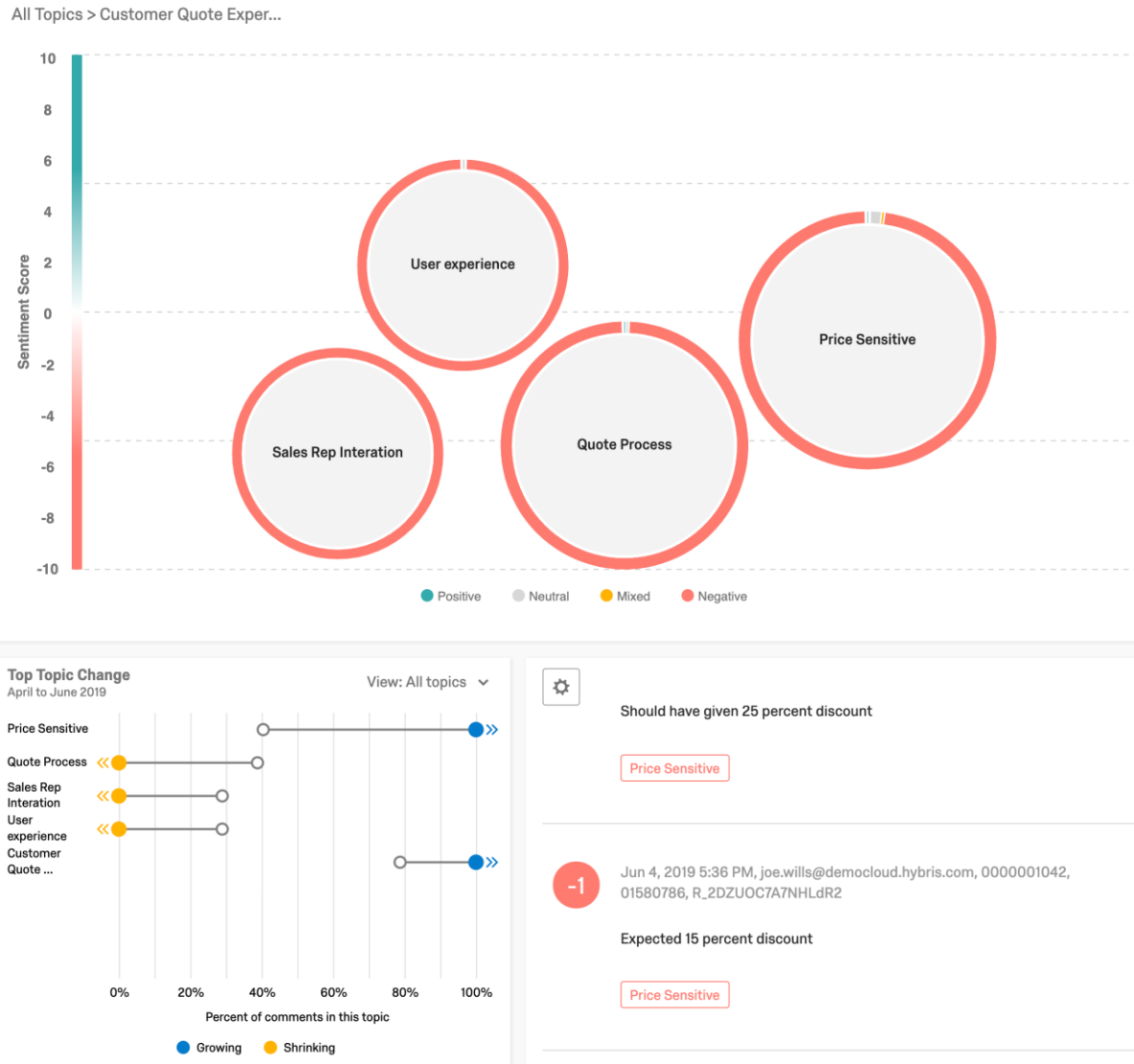


Gather in-the-moment and non-intrusive feedback along the customer journey

Identify areas of improvement based on customer feedback

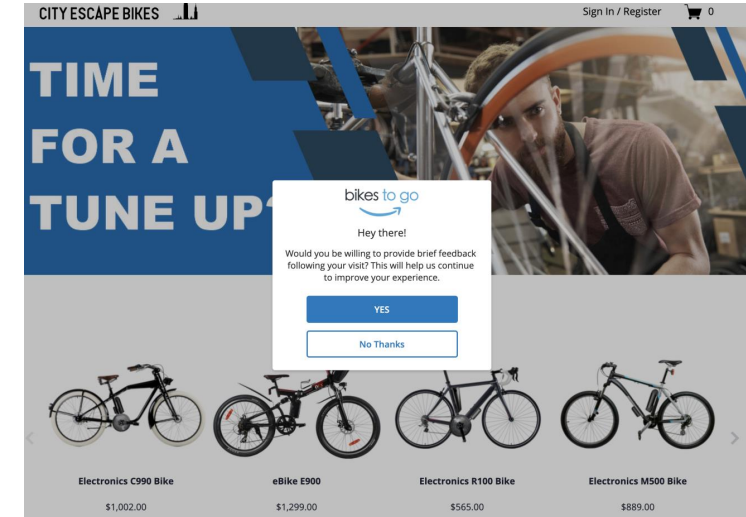
Act across the whole process, including SAP Sales Cloud and [SAP Commerce Cloud](#)

# Lead-to-Cash with Qualtrics | Improved B2B Quotation Experience



## Improve the Online Experience with the Spartacus Front-End

[More information here](#)



Increase conversion and adoption while reducing abandonment

Deliver targeted promotions & content

Analyze your experience feedback and drive actions from the insights you gained

# SAP Marketing Cloud and Qualtrics | Closed loop Customer Experience





# SAP C/4HANA and Qualtrics | Move from worst to first in CX with X and O Data

## Case Study: Global Logistics Company

### Business Challenge

Losing market share to competitors and disruptors  
Underperforming customer satisfaction, margin and churn

### Project Overview

Use Experience and Operational Data to design experiences to combat churn globally with b2b freight customers  
Leverage SAP Sales Cloud SFA and SAP Marketing Cloud with Qualtrics CX

### Value delivered

Increased satisfaction (NPS) by over 10%  
Improved quote sales close rates by 33%



# SAP C/4HANA and Qualtrics | Personalized online & contact center experience

## Case Study: Global Telecom Company

### Business Challenge

Significant churn

Below average call center experience

### Project Overview

Utilize X Data combined with O Data & analytics to provide “personalized” online and contact center experiences

Leverage SAP Service Cloud with Qualtrics CX

### Value delivered

10x cross-sell improvement

6x churn reductions

Improved subscription saves



# Agenda

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# The Journey Towards Adding Empathy to the Intelligent Enterprise

## Acquisition Close

- X-data resides in Qualtrics Systems
- O-data resides in SAP Systems

## SAPPHIRE NOW

- **Low-Code Integration** between X+O-Data Systems in CX delivered through rich API-endpoints, **achieve parity with competition**
- **Deliver 9 Integrations for SAP C/4HANA** of X+O Data Systems in CX and make them available after SAPPHIRE:  
SAP Service Cloud, SAP Commerce Cloud, SAP Marketing Cloud, SAP Sales Cloud and SAP Customer Data Cloud
- 1<sup>st</sup> SAP C/4HANA Marketing Cloud & Qualtrics integration [available](#) as SAPs first integration w/ Qualtrics

## End of 2019 & Beyond

- Live **Listen-Understand-Act Paradigm** across X+O Product Lines for CX
- **Deep SAP C/4HANA & Qualtrics Integration** to provide rich insights driven by combining the WHY & the WHAT
- Harmonization of Data Layers to store X+O Data across Systems
- Multitude of Live Customers & References

We're Here Today

# SAP C/4HANA and Qualtrics Roadmap Highlights



## Recent Innovations

Q4 2019

### SAP C/4HANA and Qualtrics

- B2B Quotation Experience with Qualtrics, with SAP Commerce Cloud, SAP Sales Cloud SFA and SAP Sales Cloud CPQ

### SAP Commerce Cloud and Qualtrics

- Qualtrics for B2C/B2B Accelerators
- Spartacus library for Qualtrics survey integration

### SAP Service Cloud and Qualtrics

- Qualtrics CX integration: post-ticket feedback

### SAP Marketing Cloud and Qualtrics

- Account based reports for X+O data

### SCP Extension Factory and Qualtrics

- Preview connector with Qualtrics



## Planned Innovations

Q1 2020

### SAP Customer Data Cloud and Qualtrics

- Qualtrics XM Directory Integration for sharing first party, consent driven data into your XM campaigns

### SAP Commerce Cloud and Qualtrics

- Qualtrics PX integration: user feedback

### SAP Service Cloud and Qualtrics

- Qualtrics PX integration: Technician feedback for Field Service Management



## Future innovations

2020 & Beyond

### SAP C/4HANA and Qualtrics

- Qualtrics widgets across SAP C/4HANA
- SAP Analytics Cloud stories across SAP C/4HANA
- Connectors on the Qualtrics Actions Platform
- Feedback object

### SAP Service Cloud and Qualtrics

- Qualtrics CX integration: closed-loop feedback

### SAP Marketing Cloud and Qualtrics

- Enrich contact with Qualtrics XM directory
- Qualtrics TextIQ sentiments and trending topics

### SAP Sales Cloud

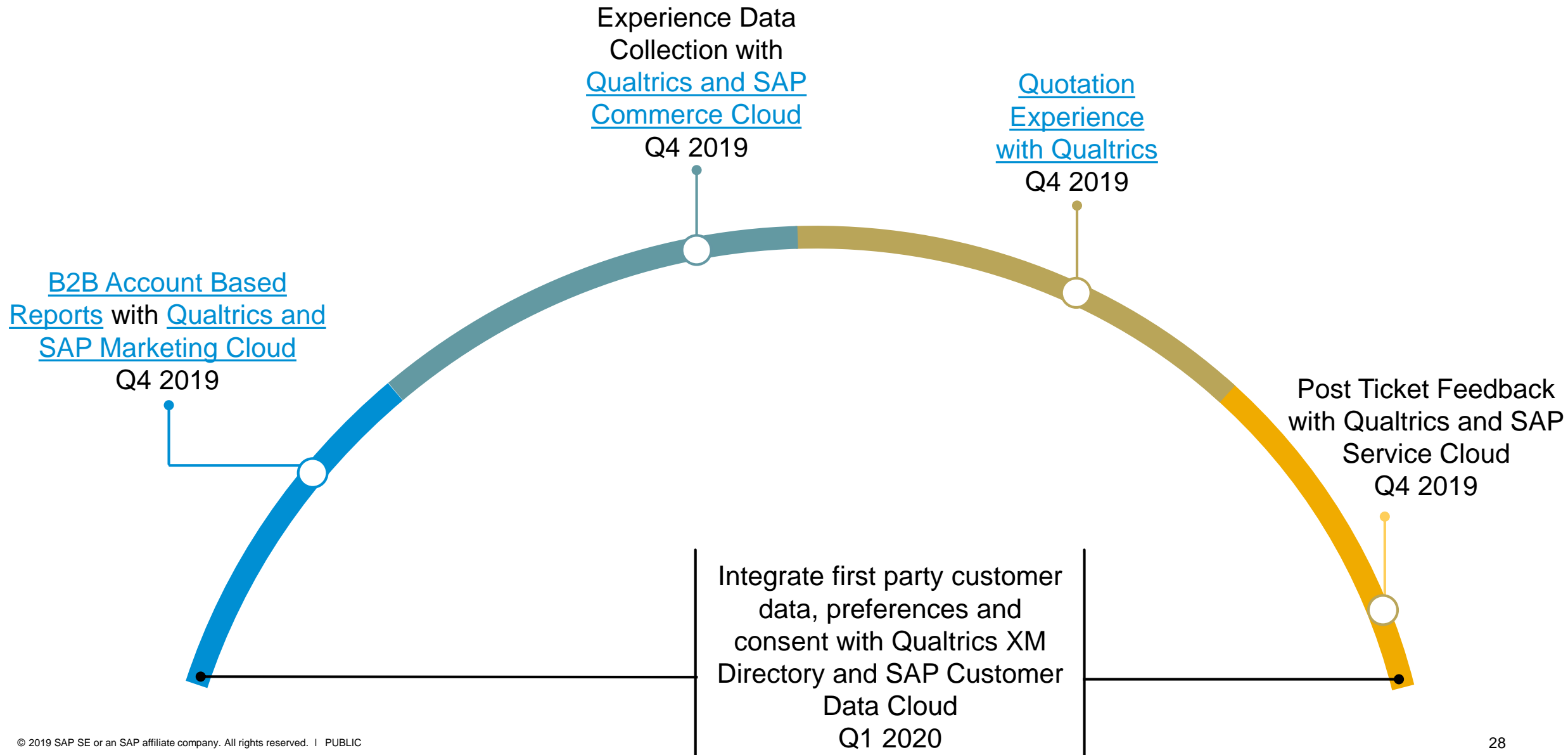
- Web-to-lead

### SCP Extension Factory and Qualtrics

- Prebuilt application integration for Qualtrics

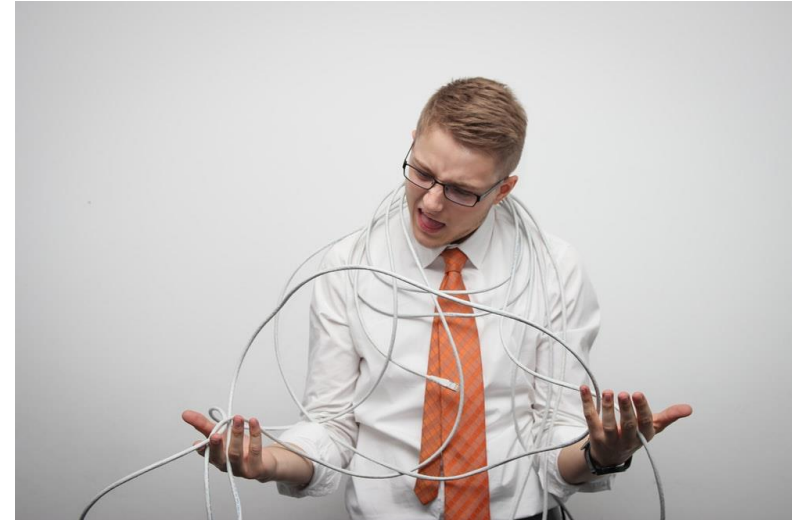


# SAP C/4HANA and Qualtrics | Roadmap along the value chain



# Roadmap 1911

## Service Experience Improvement with Customer Feedback

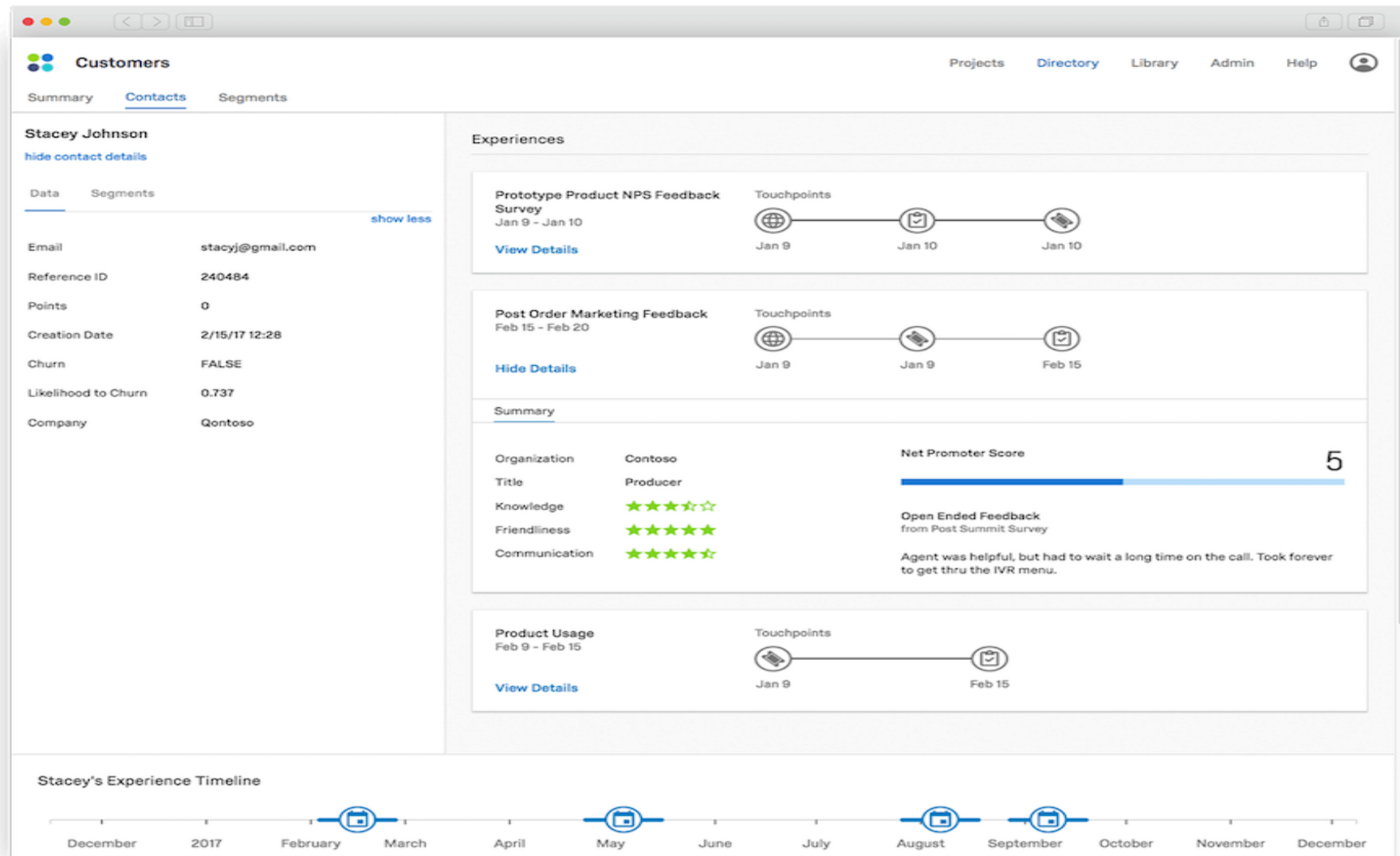


Get 360° view of your customer with Experience and Operational Data

Act to win positive customer perception when low scores trigger alerts

Get feedback across all channels: email, mobile app, SMS, online or chatbots

# SAP Service Cloud and Qualtrics | Post Ticket Feedback



# SAP Marketing Cloud and Qualtrics | B2B Account Based Reports

## Net Promoter Score Analysis per Account

More information [here](#) and [there](#)



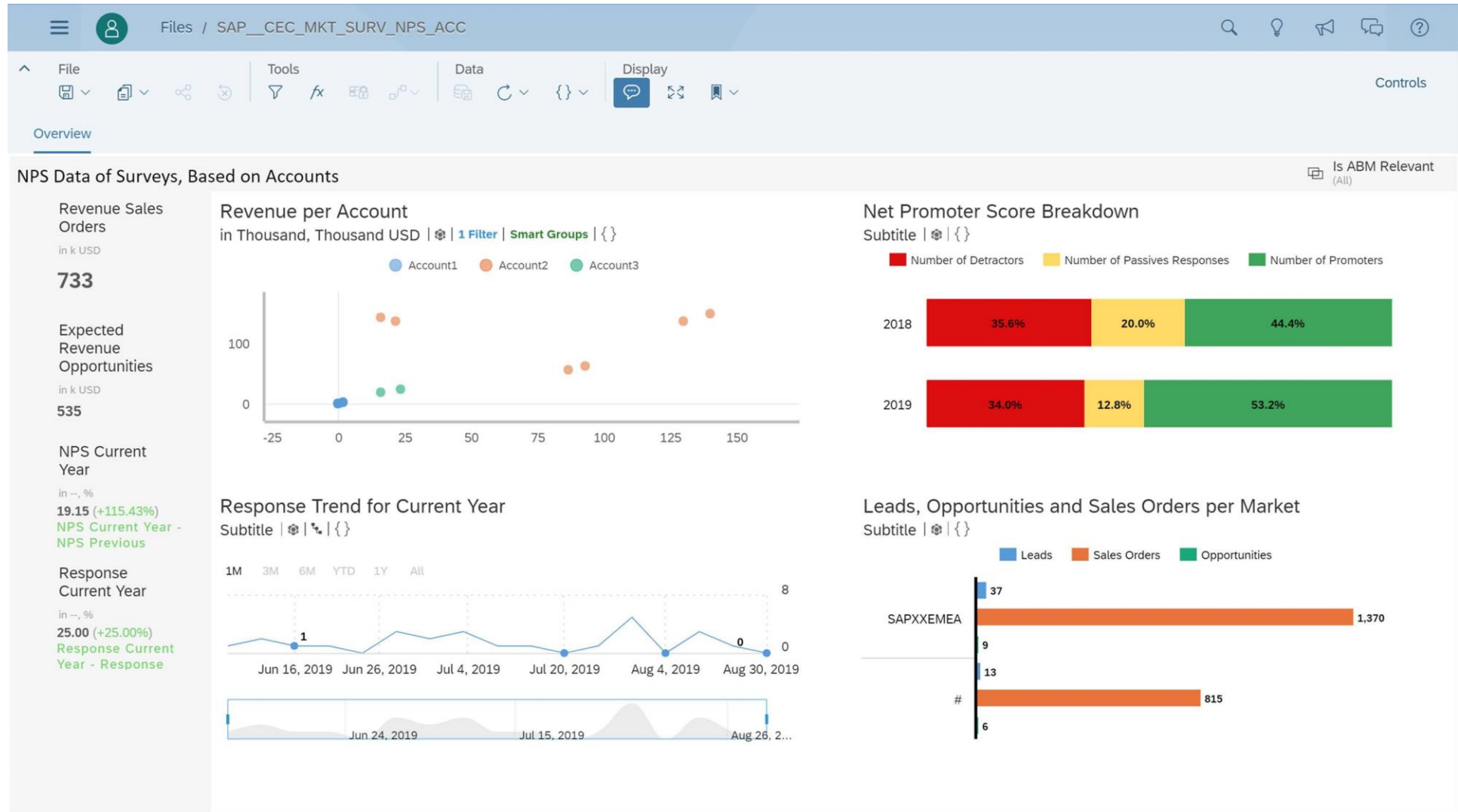
Analyze ABM programs  
based on X-data  
from Qualtrics using NPS

Identify detractors and  
promoters per account or  
industry

Understand customers with a  
high risk for churn and take  
counter-action



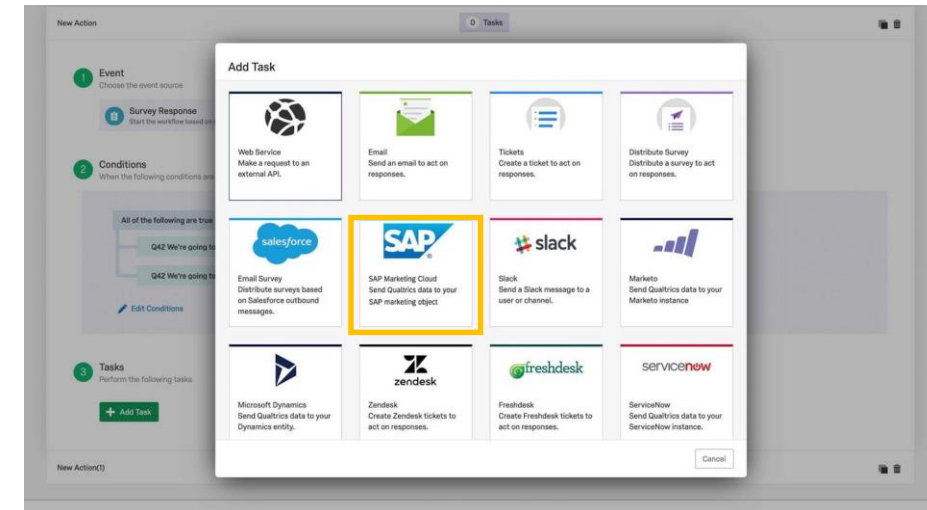
# SAP Marketing Cloud and Qualtrics | Account Based Reports



# Roadmap 2002 and beyond

# SAP C/4HANA and Qualtrics | Simplify On-boarding Experience

## Easily integrate SAP C/4HANA within the Qualtrics Actions Platform



Connect Qualtrics to SAP C/4HANA solutions in a few clicks in the Qualtrics UI

Use the Qualtrics Actions framework to send Feedback Response when certain conditions are met

Use the standard configuration to avoid manual errors in setup

# SAP Customer Data Cloud and Qualtrics | Synchronize user profiles

**Improve experience  
management campaign  
performance with first party  
customer data, preferences  
and consent**



Leverage trusted profiles from SAP Customer Data Cloud to power personalized XM campaigns

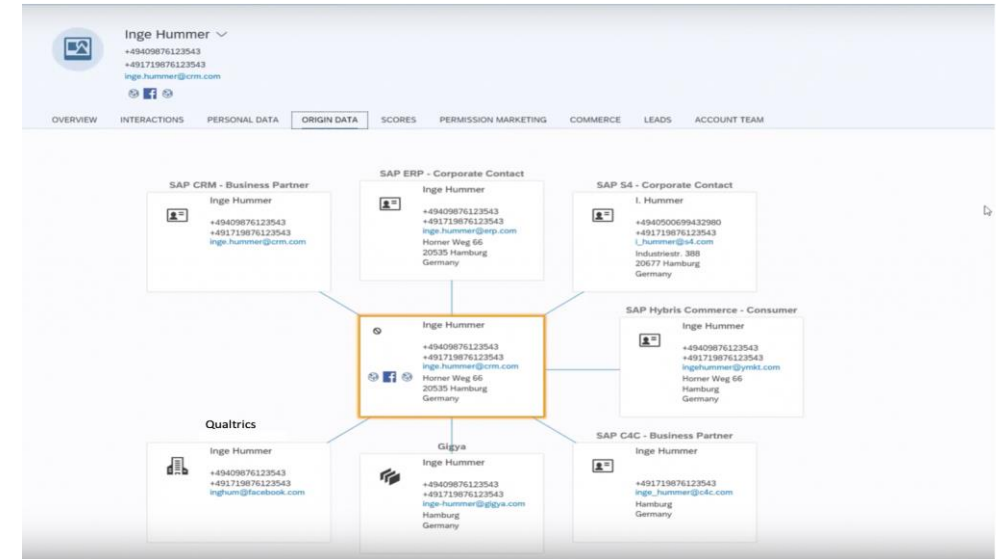
Feed self-service customer data changes into Qualtrics XM Directory

Build a globally compliant customer data strategy across the entire digital journey



# SAP Marketing Cloud and Qualtrics | Enrich customer profile

## Enrich customer profile progressively with first-party data from Qualtrics XM Directory



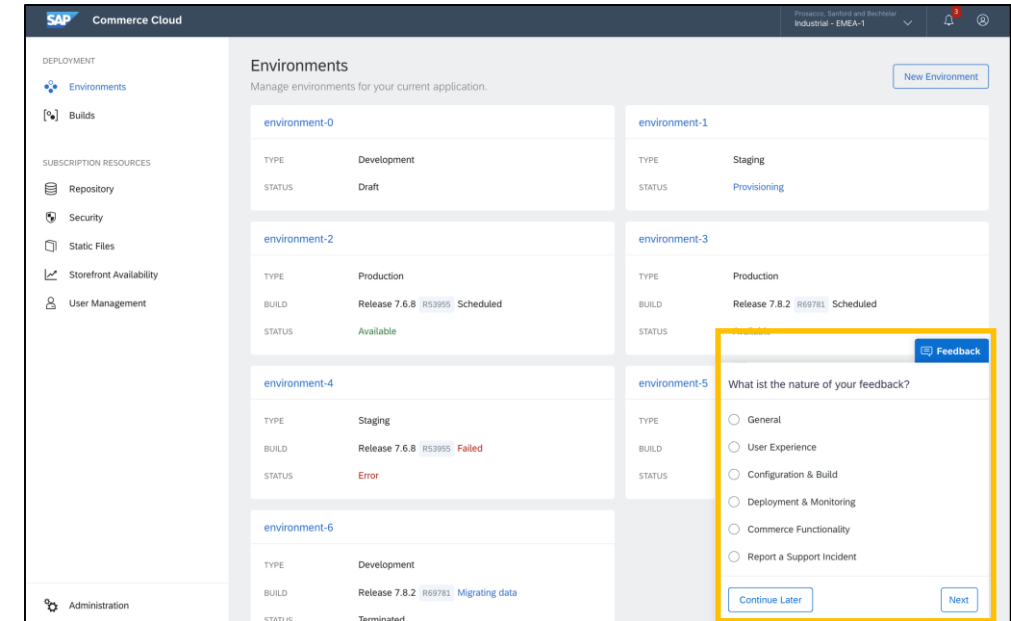
Build rich customer profiles and segments with Qualtrics XM Directory

Fill profile gaps, increase profile accuracy and completeness

Keep customer profile up to date, accurate and accessible

# SAP Commerce Cloud and Qualtrics | User feedback

## Enable SAP Commerce Cloud Portal users to give feedback, to improve the SAP product experience



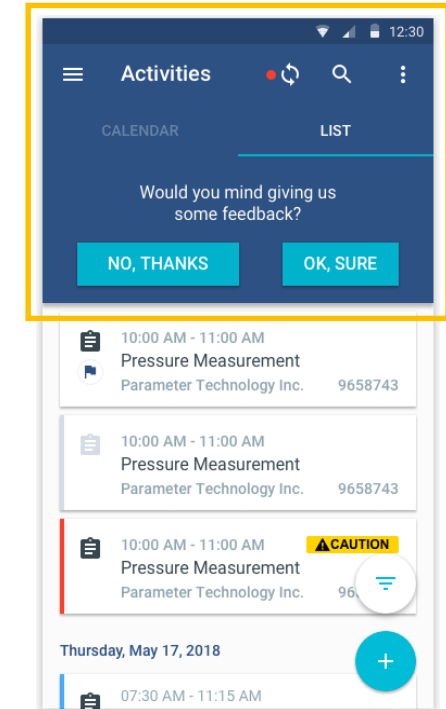
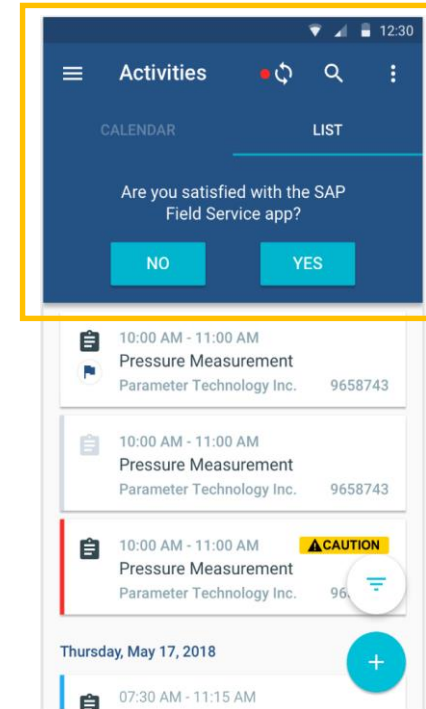
Share your customer or partner feedback with the product team as an SAP Commerce Cloud Portal user

Give improvement ideas to influence the roadmap, in order to make your life easier

Discover the power of Qualtrics PX when used by SAP to improve its products

# SAP Service Cloud and Qualtrics | Field service engineer feedback

**Enable field service engineers to give feedback on the mobile app, to improve the SAP product experience**



Share your feedback with the product team as an SAP Service Cloud Field Service Technician

Send areas of improvement, so that SAP closes product gaps to give you more value

Discover the power of Qualtrics PX when used by SAP to improve its products

# Agenda

- SAP Customer Experience and Qualtrics: Connected Today
- Integration Roadmap
- Q&A



# How to get involved?

## Experience Management Use Cases

Customer, prospect or partner, get in touch with our product teams to share which use cases would bring you the most value, combining SAP C/4HANA and Qualtrics

Let's shape our Experience Management vision together!



# Thank you.

Contact information:

**François Genon-Catalot**

SAP Customer Experience Sr Director Product Management  
Program Lead SAP C/4HANA & Qualtrics

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# Appendix

# SAP C/4HANA and Qualtrics | Product Integration Roadmap

	Product Area	Product Integration <sup>1</sup>
1	<b>SAP Customer Data Cloud &amp; Qualtrics XM Directory</b>	<b>Use Case:</b> Synchronize user profiles (including consent information and channel preference) between SAP CDC and Qualtrics XM Directory at launch and when updates happen <b>Planned availability:</b> Q1/2020 <b>Integration Interface:</b> ETL or API (TBC)
2	<b>SAP Commerce Cloud &amp; Qualtrics CX</b>	<b>Planned use Case:</b> Allow for collection of Qualtrics experience data via new SAP Commerce Cloud “Spartacus” front-end <b>Planned availability:</b> Q4/2019 (released) <b>Integration Interface:</b> Spartacus
3	<b>SCP Extension Factory (XF) &amp; Qualtrics</b>	<b>Use Case:</b> Industrialize connectivity between XF and Qualtrics to enable SAP C/4HANA solutions and the ecosystem to integrate seamlessly with Qualtrics using XF, this will provide a framework to integrate Experience Management capabilities into C/4 Apps (Through as-is Qualtrics API), respond to Qualtrics Events / Webhooks and custom Actions (additional Functionality) on XF in a seamless fashion <b>Planned availability:</b> TBC <b>Integration Interface:</b> API, Webhook & Actions
4	<b>Lead-to-Cash &amp; Qualtrics CX</b>	<b>Use Case:</b> Lead-to-Cash and Qualtrics for B2C/B2B Accelerators (released for <a href="#">Commerce</a> and the <a href="#">iFlow</a> ) <b>Planned availability:</b> Q4/2019 (released) <b>Integration Interface:</b> App/Website Feedback intercept, Cloud Platform Integration (CPI) and Actions
5	<b>SAP Service Cloud &amp; Qualtrics CX</b>	<b>Use Case:</b> Closed Loop Feedback after Service Interaction - Trigger & Execute Survey (Feedback Collection) & Mapping Feedback/Responses to Customer 360 <b>Planned availability:</b> Release 1911 (Beta) <b>Integration Interface:</b> API
6	<b>SAP Marketing Cloud &amp; Qualtrics CX</b>	<b>Use Case:</b> Account based reports for X+O data <b>Planned availability:</b> Release 1911 <b>Integration Interface:</b> Cloud Platform Integration (CPI) web service request call to Qualtrics
7	<b>SAP Sales Cloud &amp; Qualtrics CX</b>	<b>Use Case:</b> Sales Force Automation (C4C) Web-to-Lead connection <b>Planned availability:</b> TBC <b>Integration Interface:</b> API



# SAP Customer Profile | Qualtrics XM Directory Integration

## Business View and Benefits

Improve experience management campaign performance with **first party customer data, preferences and consent**



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Leverage the first party, consent driven, trusted profiles from the SAP Customer Data Cloud to power more personalized and optimised XM campaigns.

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Feed self-service customer data changes into the Qualtrics XM Directory as data is collected and updated.

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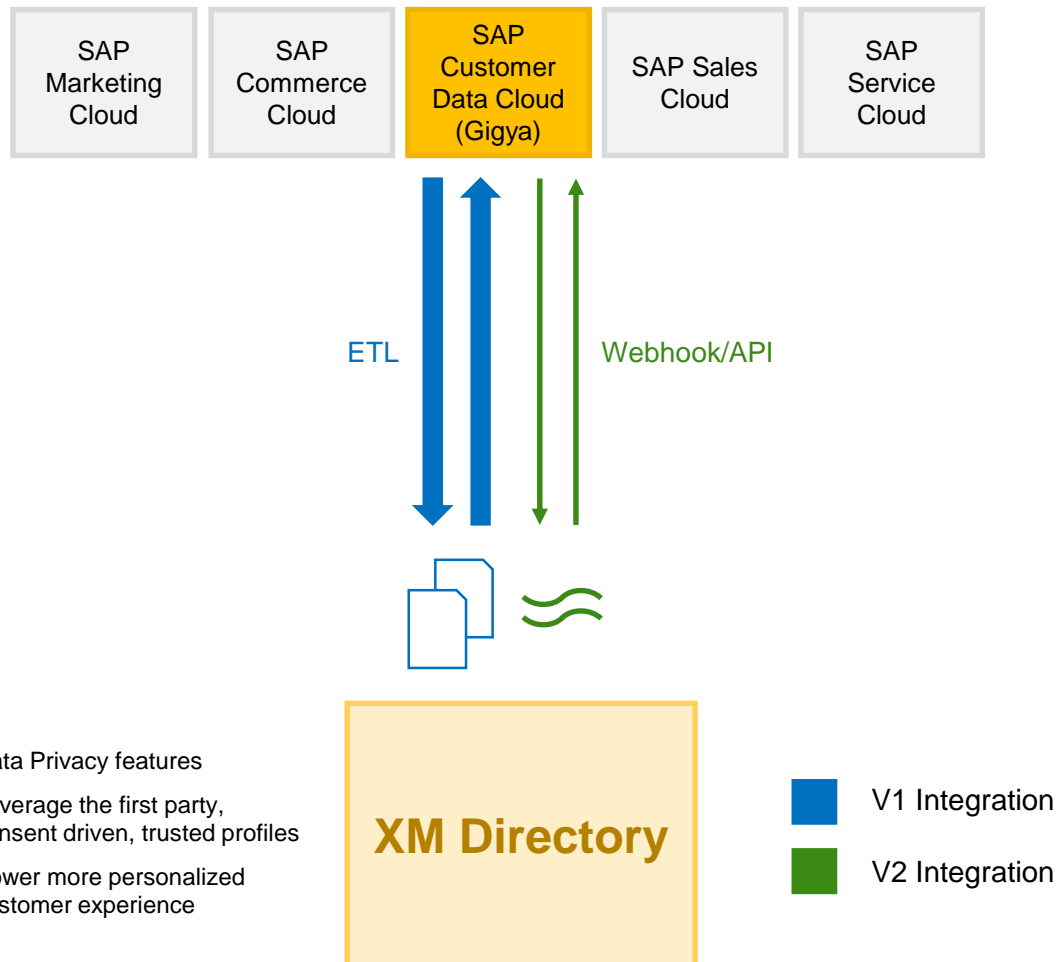
Power customer experience engagements from the rich insights of experience data in real time.

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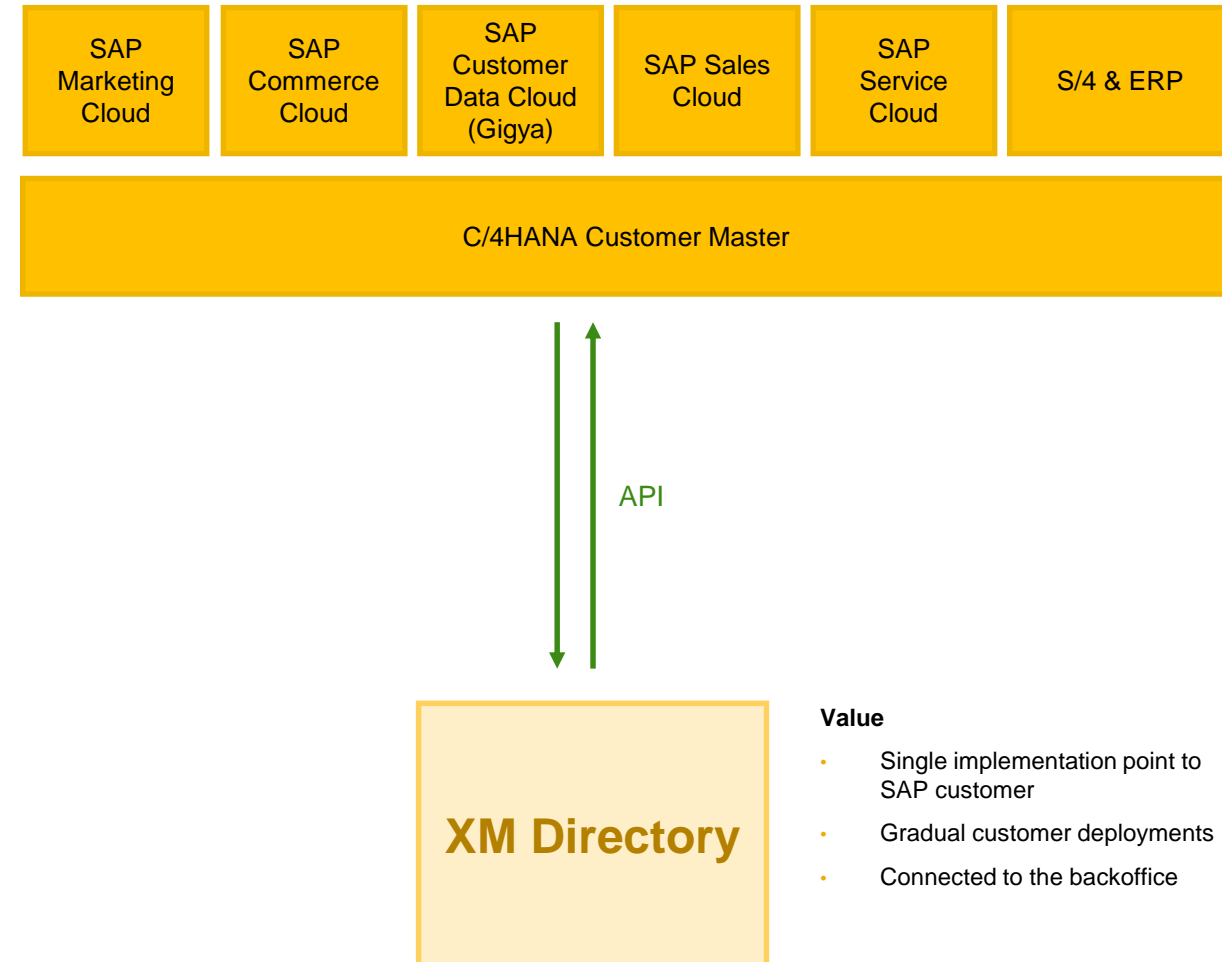
Build a globally compliant customer data strategy across the entire digital journey.

# SAP Customer Profile | Qualtrics XM Directory Integration

## Short term point-to-point CX integrations

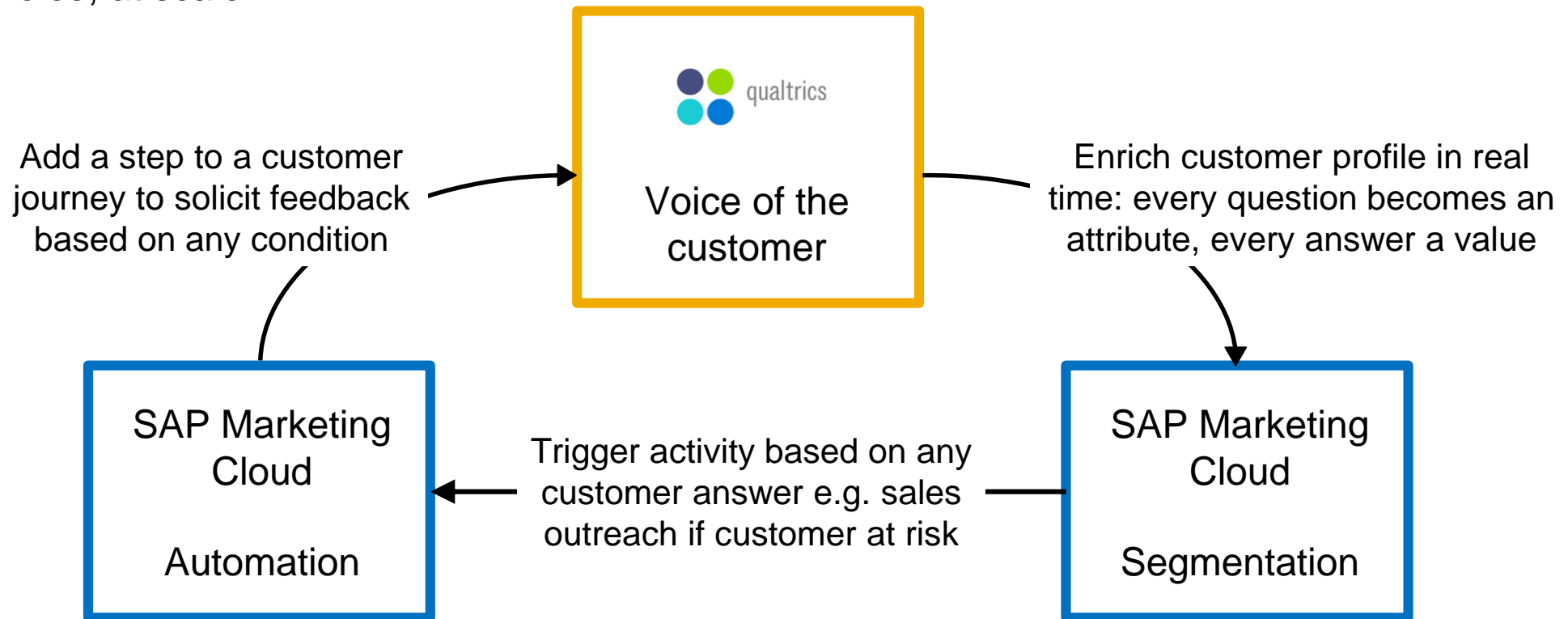


## Mid term strategic CX integrations



# SAP Marketing Cloud and Qualtrics

- Qualtrics has a number of capabilities that are directly relevant to the Marketing line of business, e.g. for market research or to better understand the impact of the brand
- More importantly Qualtrics can supercharge the Marketing Cloud with the best customer data: their voice, at scale



# SAP Marketing Cloud and Qualtrics | Account Based Reports

## Business View and Benefits

### Net Promoter Score Analysis per Account



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Make the experience  
dimension measurable! Success of  
ABM programs based on X-data  
from Qualtrics using NPS.

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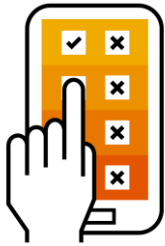
Understand experience by accounts or  
industry (Detractor Count, Passive  
Count, Promoters Count)

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Deliver out of box SAP Analytics Cloud  
story, with sample data

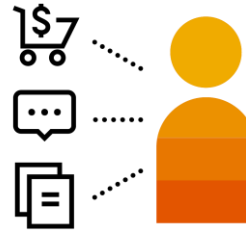
# SAP Marketing Cloud and Qualtrics | Account Based Reports

## Key Capabilities



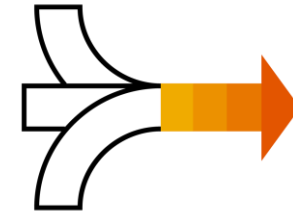
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Understand what drives decisions within B2B customer accounts by analyzing the NPS feedback between the lines across multiple feedback interactions and multiple contacts within an account.



---

Identify customers with a high risk for churn, understand the drivers of churn, and take counter-action.



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Counteract better and earlier increasing overall customer retention rates.



# SAP Service Cloud and Qualtrics | Roadmap

SAP Service  
Cloud

Ticket is Closed

Workflow Rule  
Executed

Map Feedback  
to Customer 360



Trigger Survey

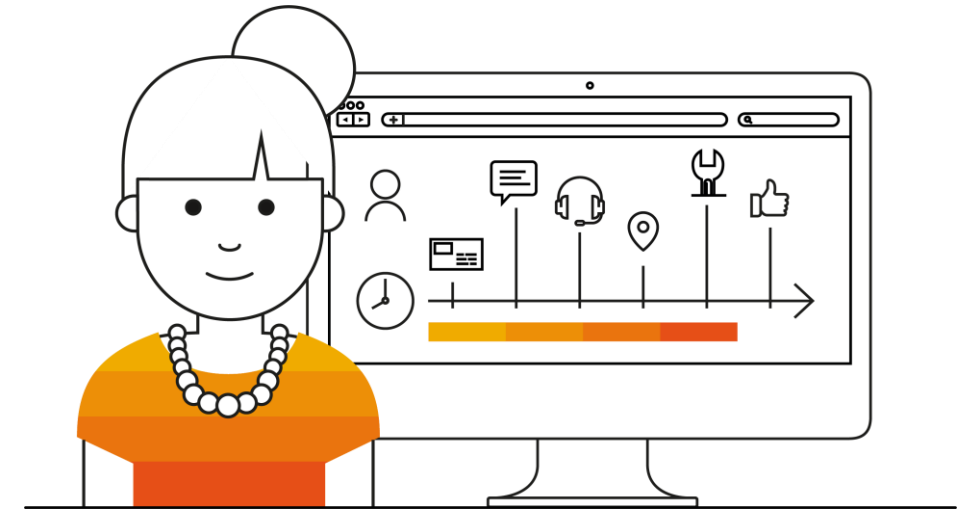
Send E-Mail to  
Contacts

Collect  
Feedback

# SAP Service Cloud and Qualtrics | Customer Service Integration

## Business View and Benefits

### Qualtrics Integration: Post-ticket survey



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Automatically request feedback on the quality of service once a ticket is closed

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Support and account managers are alerted to any low scores to quickly recover a positive customer perception

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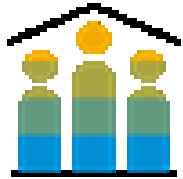
Overall results and KPIs are used to drive ongoing improvements and proactive outreach to customers when issues are uncovered

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Improved ability to deliver effortless service experience, increased customer satisfaction and customer retention

# SAP Service Cloud and Qualtrics | Customer Service Integration

## Key Capabilities



XM platform collects feedback and data across customer, employee, product and brand



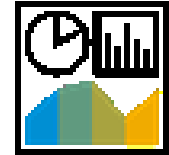
Integrate customer data for 360 view, customer journey, AI/ML to manage complete customer experience



Leverage analytics to determine if CX targets are met and explore root cause of possible issues; determine work quality and job satisfaction



Omnichannel survey distribution: Feedback via email, mobile, SMS, online, and offline

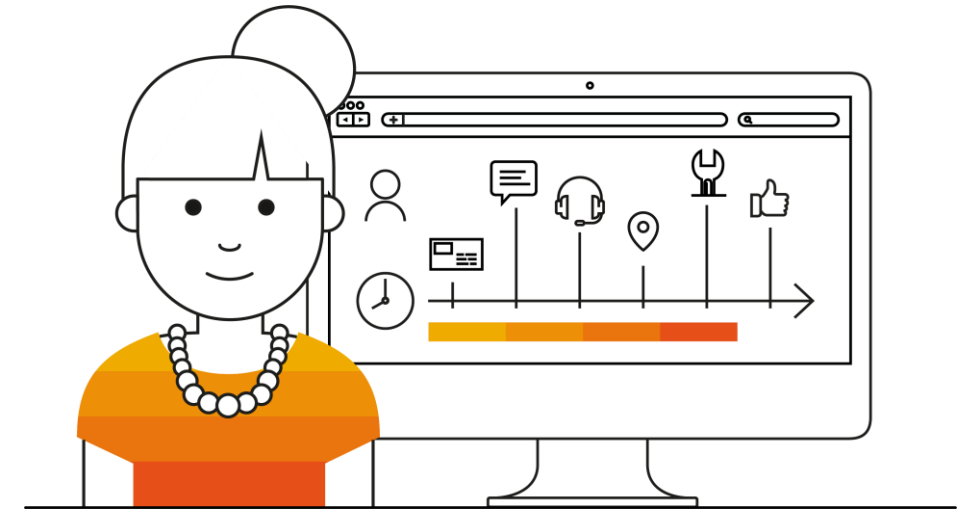


Reports and dashboards to deliver insights to managers and leaders with access to role-based, real-time, dynamic dashboards

# SAP Service Cloud and Qualtrics | Field Service Integration

## Business View and Benefits

### Qualtrics Integration: Post-service call survey



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Provides immediate feedback about how people perceive a company's products and services – as well as employee and customer satisfaction

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Improved ability to deliver effortless service experience and increased customer satisfaction

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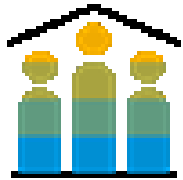
Reduced field service FTE costs and improved ability to meet customer expectations

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Improved repair response time and first time fix rate

# SAP Service Cloud and Qualtrics | Field Service Integration

## Key Capabilities



XM platform collects feedback and data across customer, employee, product, brand, and service.



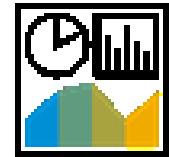
Integrate customer data for 360 view, customer journey, and AI/ML to manage complete customer experience.



Leverage analytics to determine if CX targets are met and explore root cause of possible issues; determine work quality and job satisfaction



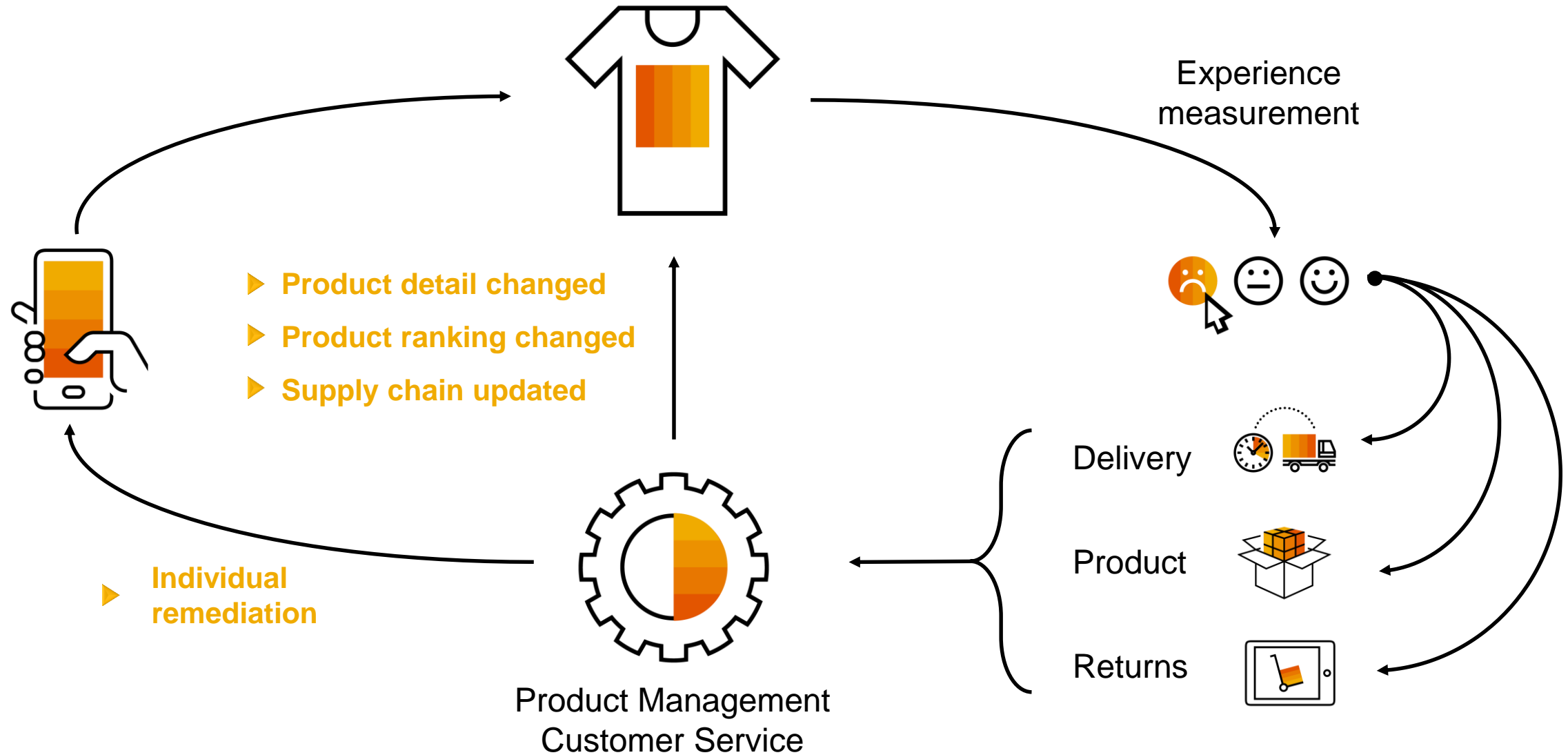
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Reports and dashboards to deliver insights to managers and leaders with access to role-based, real-time, dynamic dashboards.

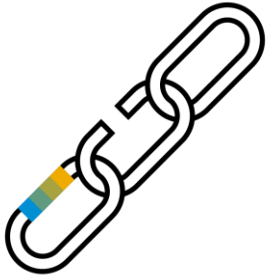


# SAP Commerce Cloud and Qualtrics | How to deliver closed loop XM in commerce



# SAP Commerce Cloud and Qualtrics | Integration with Spartacus

Establish listening posts on your Spartacus powered SAP Commerce Cloud site that enables you to capture precious experience feedback from your customers. Use this data in Qualtrics CX to analyze customer satisfaction and experience quality and drive actions.



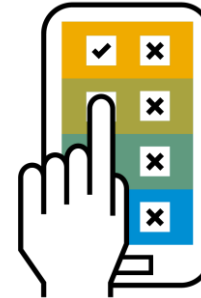
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**Establish connectivity**  
between your Spartacus  
frontend with your  
Qualtrics CX project



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**Design your experience  
feedback project**, creative  
and intercept in your  
Qualtrics CX instance



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**Define triggers to launch  
experience feedback  
intercepts** for website  
feedback-, abandoned  
cart-, post checkout  
surveys or many other  
custom interactions.

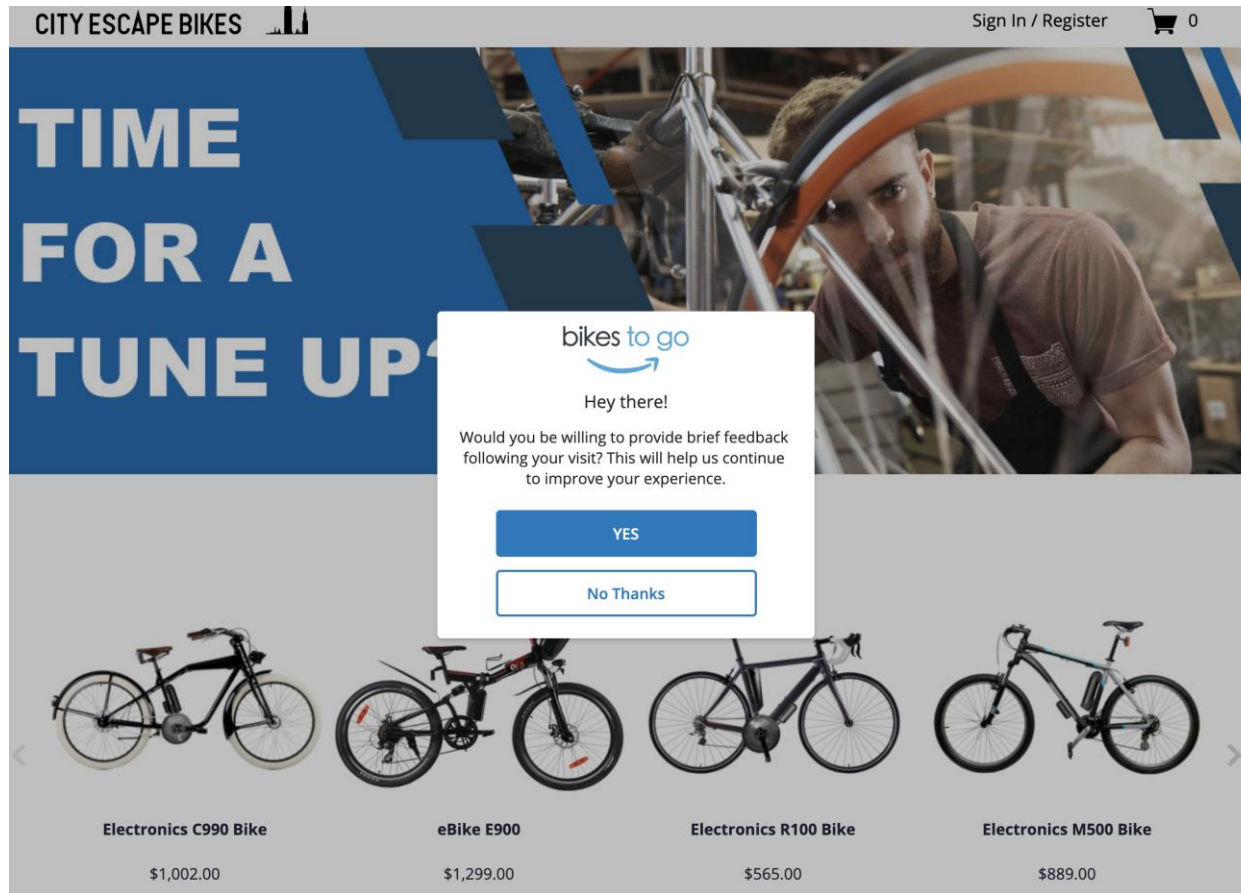


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**Analyze your experience  
feedback** in Qualtrics  
dashboards, correlate it  
with operational data and  
drive actions from the  
insights you gained.

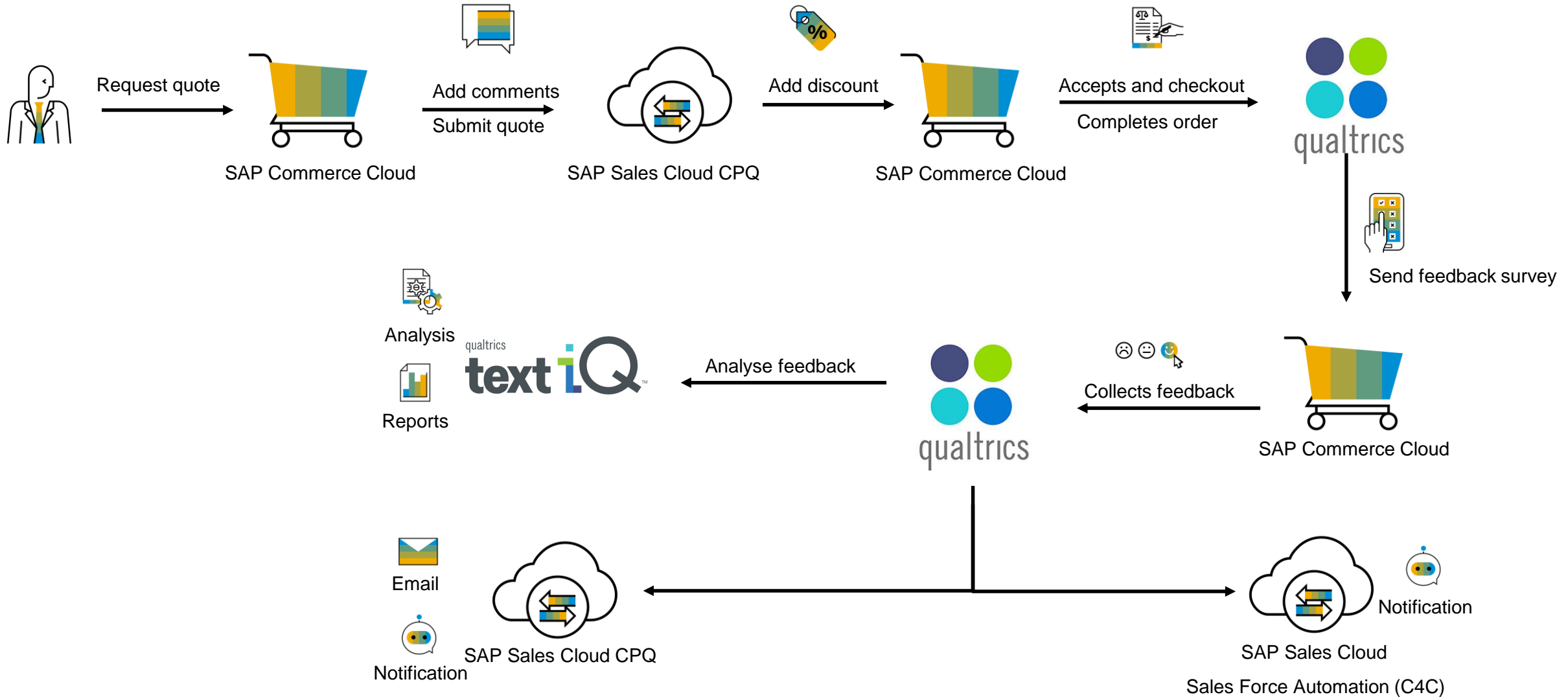
Required solutions: SAP Commerce Cloud with Spartacus frontend and SAP Qualtrics CX

# SAP Commerce Cloud and Qualtrics | Integration with Spartacus



- Enabled with Spartacus Release 1.3
- Documentation here:  
<https://sap.github.io/cloud-commerce-spartacus-storefront-docs/qualtrics-integration>
- Allows use of Qualtrics services in combination with SAP Commerce Cloud Spartacus Single Page Application (SPA) to define when and what to display to visitors of that site

# Lead-to-Cash and Qualtrics | B2B Quotation Experience



# Integration with Qualtrics | SCP Extension Factory vs SCP Integration Services

## Extension Factory (XF)

Supports easy business extensions to C4 and other LOB applications

- Persona: Developer, using language of choice (e.g. JS)
- Leverages event-driven pattern to trigger extension business logic in serverless functions
- Provides business events out-of-the-box
- Typical Use cases:

A business event is used to trigger functions to do

- Aggregations
- Validations
- Customer-specific or industry-specific business logic

## Cloud Platform Integration

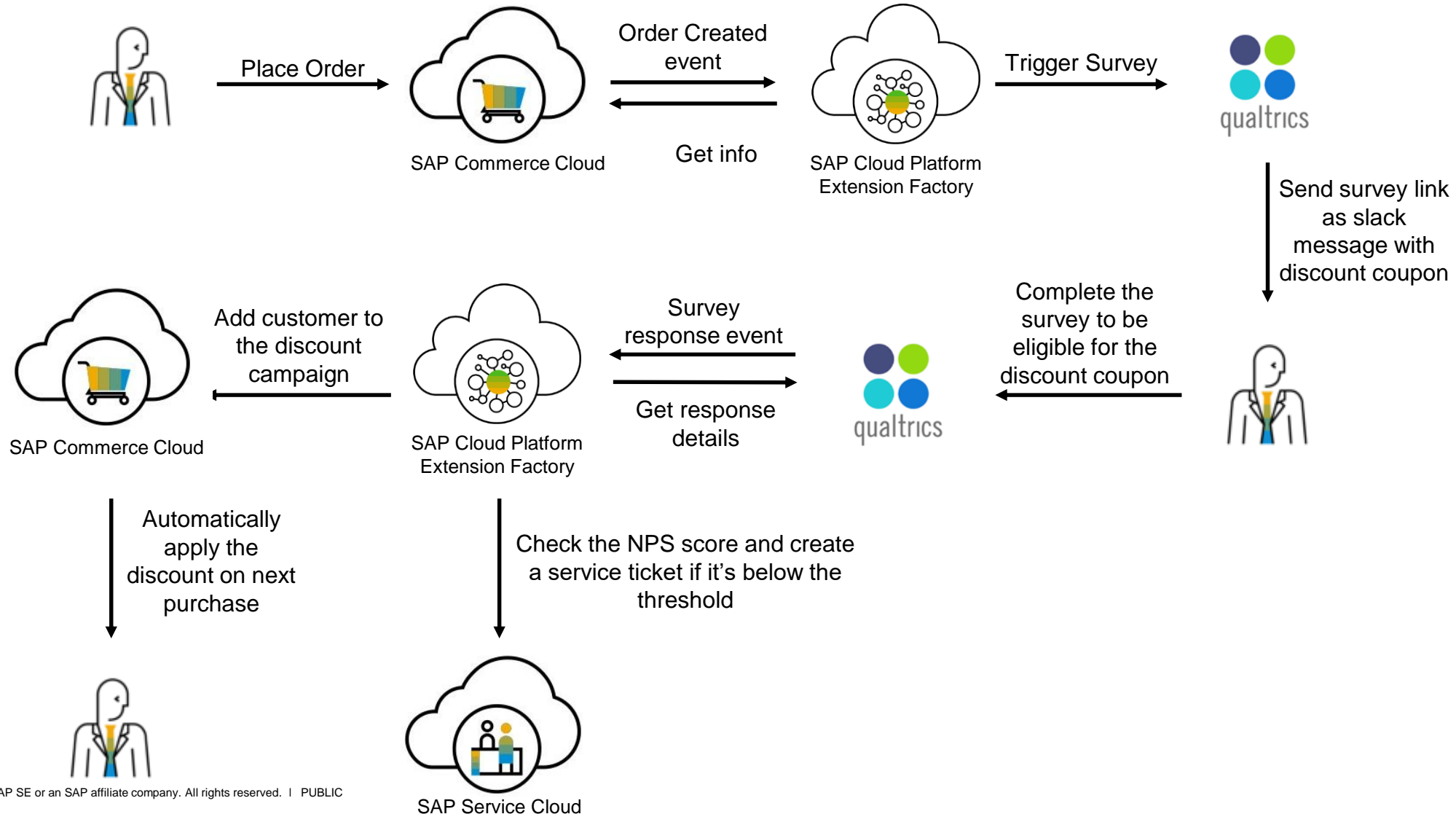
Supports simple business process integrations to SAP and non-SAP systems

- Persona: Integration experts using low-code iFlow modeling tools
- More than 1000+ prepackaged business integrations for all C4HANA products, as well as other SAP solutions including non-SAP integrations
- Supports enterprise integration patterns with a low-code visual editor to develop iFlows (integration flows with mapping, routing and transformations)
- Typical Use cases:
  - Mapping of data structures from sender to receiver
  - Routing of messages
  - Connectivity through various protocols (FTP, RFC)
  - Integration with 3<sup>rd</sup> party (180+ Open Connectors)



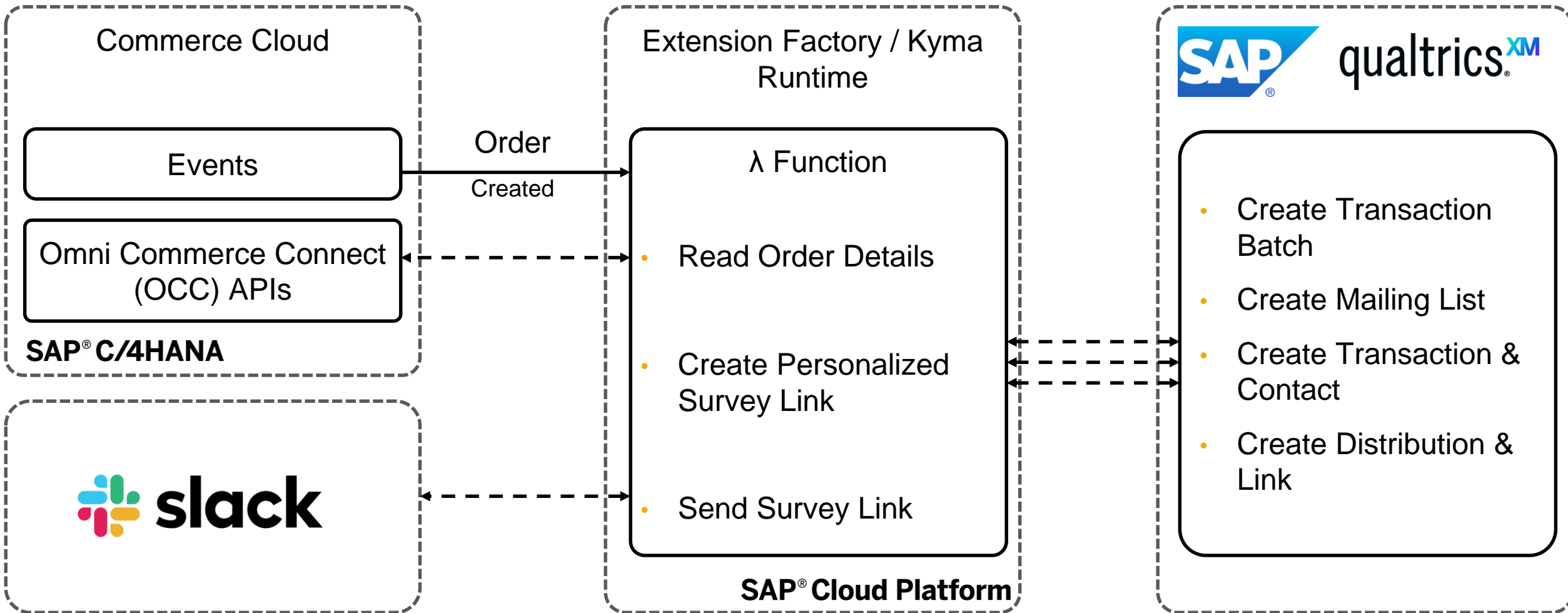
# SCP Extension Factory and Qualtrics | Prototype today

Scenario: Improve customer retention and loyalty



# SCP Extension Factory and Qualtrics | Prototype today

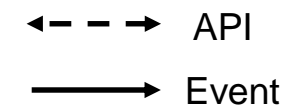
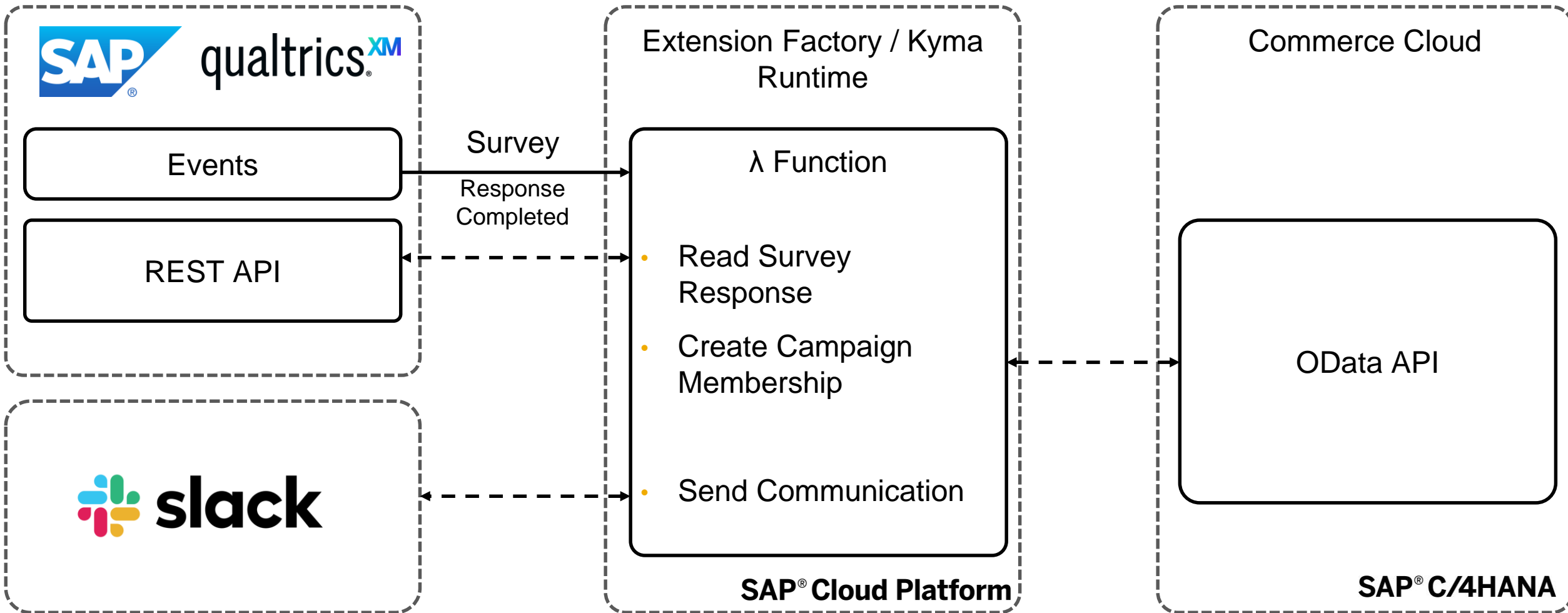
Demo Scenario – Send out survey



← - - - → API  
→ Event

# SCP Extension Factory and Qualtrics | Prototype today

Demo Scenario – Provide Benefit



# SCP Extension Factory and Qualtrics | Prototype today

Demo Scenario – Mitigate Bad Feedback

